

How to Assess Appropriate Partners & Stakeholders

Day 2 Session 3



Chat Storm: Park-Partner Relationship Roles



Don't underestimate the support partners bring to the table!

- Funding and the ability to fundraise
- 501c3 status
- Strengthens grant proposals
- Grant administration
- Provide volunteers
- Contacts and outreach within communities
- Marketing in many ways
- Advocacy

Where to find a good partner?



C&O Canal's Biggest Dilemma...Staffing!

- Limited interpretation and education staff
 - 7 FTE, 3 STF
- Distance
 - 184.5 miles
- Education Programs happen spring/fall before seasonal staff are working
- 8 schools districts border the park w/ varying needs and demographics
- LOTS of potential!!!

Step 1: Think outside the box when identifying partners



ALLEGANY COUNTY PUBLIC SCHOOLS

WCPS | Washington County
Public Schools



**National
Park Foundation**™

AHEC
Eastern
Area Health
Education Center



C&O Canal Association



Founded in 1954



Step 2: Include Potential Partners in the Planning Process

Benefits of planning with partners

- Identify shared goals and how to leverage resources
- Ask the question - What role do I play?
- Determine if you share a vision?
- Foster support of park management, park staff and partners
- Identify problems and solutions early-on
- Create achievable goals

Step 3: Assess Park ability to meet stakeholders' needs



What are common partner needs?

- Regular progress reports
- Presentations by park staff to donors/members
- Agreements – formal and informal
- Continuity with Park Point of Contact
- Communication
- Help with grant writing and reporting

Step 4: Continuous Assessment and Feedback



Reasons to Strengthen, Lengthen or End a Relationship...

- S- Need more support!
- L- Project is growing or continuing – this might include an agreement modification.
- E- Project has ended – hopefully successfully – and further collaboration is not needed.

C&O Canal solution: with partners we solved our limited staffing problem!





Now, let's examine a few more
NPS partnerships to derive best
practices...